



**September 10 - 13, 2001
Dallas, TX
Doubletree Hotel at Lincoln Center**

The Story behind the Sequel...

The first Nutrition Education for Diverse Audiences conference was held in February, 1997 in Houston, Texas. It brought together for the first time the key staff from three major nutrition education programs conducted by the Cooperative Extension System (CES). The focus was on sharing research results and program impacts from the Expanded Food and Nutrition Education Program, the Extension Service/WIC Nutrition Education Initiative projects, and the Food Stamp Nutrition Education Program.

In the intervening years much has happened in the field of nutrition education, in research related to working with limited resource audiences, and in the growth of nutrition education programs themselves. So, it was time again to bring together the key players in the nutrition education arena to share, network, collaborate and integrate the latest in research findings with the education and programming components of this important effort. Thus the title “Nutrition Education for Diverse Audiences II: Integrating Research and Practice.”

As we print this program we have participants registered from all fifty states and almost all the United States territories. The conference is being sponsored by the Cooperative State Research, Education and Extension Service, (CSREES) of the USDA, Texas Cooperative Extension of The Texas A&M University System and Prairie View A&M University. A diverse committee of dedicated representatives from various agencies of USDA and many land-grant universities has worked to plan the conference.

This time our purpose is to enhance the partnership among those who are committed to improving the nutritional status of our nation’s limited resource households through nutrition education. This includes education and research programs focused on diet quality; health-related lifestyle characteristics including physical activity; food resource management; food safety; and food security.

It is our goal to design both a program and an atmosphere of collaboration, education and inspiration for those who work to improve the health of individuals and families whose means are limited and whose needs are great.

The conference co-chairs:

Karen Konzelmann and Wells Willis

CONFERENCE GOALS AND THEMES:

GOAL 1: Participants will discuss opportunities and formulate plans to enhance communication and collaboration in regard to best practices, program management, research findings and emerging trends.

THEMES related to Goal 1:

1.1 Educational Programs and Strategies including issues related to program content such as food choice and diet quality, food resource management, food security, food safety, diet/health issues such as obesity and diabetes, and lifestyle characteristics that relate to health and well-being such as diet, physical activity levels and self acceptance; program development strategies; alternative educational strategies and program delivery methods.

1.2 Best practices/model programs including criteria for programs and panel members; consensus building; ensuring fairness; costs; website resources.

1.3 Partnerships including the elements of successful, innovative collaborations between the research, extension and education arms of the land grant system; collaborations with peers, other programs and agencies, university and government administrators, community leaders and other stakeholders; pitfalls to avoid.

1.4 Program Management/Administration including information on leadership; client recruitment and referral; staff recruitment, retention and training; match; accountability; funding; partnership arrangements; meeting needs within program guidelines; public relations and promotion; cutting bureaucracy.

1.5 Communication Strategies including issues related to increasing visibility; client referral; program descriptions and materials; program management and evaluation; pertinent research findings and emerging trends; channels of communication (websites, newsletters, listservs) at the local, regional and national level; target audiences such as peers, partners, collaborators, clients, stakeholders and funders.

1.6 Emerging Trends and Future Needs Panel related to the topics included above with the goal of developing recommendations for future action.

GOAL 2: Participants will increase their knowledge of and ability to use research and evaluation results to improve community-based nutrition education programs; and understanding of research and evaluation gaps that are relevant to program decisions made by educators, and that exist within the literature.

THEMES related to Goal 2:

2.1 Cost /benefit analysis including descriptions of those that have been done and their impact; how to carry out and how to make the best use of findings.

2.2 Needs assessments including current findings on client needs, methods of assessment and use of results.

2.3 Evaluation including practical, cost effective, culturally sensitive methods for individual and group educational interventions and social marketing strategies; key components and outcome measures; and instrument development and testing.

2.4 Research Descriptions including results from studies to identify client problems; influencing factors and effective interventions; literature reviews; meta-analyses.

2.5 Research Applications including descriptions of how nutrition education theories, models and other research have been used to develop and evaluate educational strategies; methods of staying current; connecting with the research community.

2.6 Emerging Trends and Future Needs Panel related to the topics included above with the goal of developing recommendations for future action.

GOAL 3: Participants will gain a broader understanding of the research capabilities of USDA, specifically within CSREES, FNS and ERS, which will enhance the relationship between research and practice nationwide.

THEMES related to Goal 3:

3.1 USDA Sponsored Research Researchers involved in projects at least partially sponsored by CSREES, ERS or FNS are invited to describe their projects, results and appropriate application.

CONFERENCE PLANNING COMMITTEE

Co-Chairs

Wells Willis
CSREES/USDA

Karen L. Konzelmann
CSREES/USDA

Salei'a Afele-Fa'amuli, CSREES, USDA
Leslie Beckstrom, Colorado State University
Connie Betterly, Iowa State University
Gayle Coleman, Michigan State University
Joyce Counihan, North Carolina State University
Gina Eubanks, Southern University and A&M College
Nancy Fey-Yensen, University of Rhode Island
Sharon L. Hoerr, Michigan State University
Larry Jones, University of Wisconsin
Wanda Lincoln, University of Maine
Alice Lockett, Food and Nutrition Service, USDA
Stella Nash, Food and Nutrition Service, USDA
R. Jeff Olson, West Virginia University
Carolyn Nobles, Prairie View A&M University
Rafael Perez-Escamilla, University of Connecticut
Debra Reed, Texas A&M University
Nayda Torres, University of Florida
Kathy Volanty, Texas A&M University
Jon Weimer, Economic Research Service, USDA
Susan Welsh, CSREES, USDA
Linda Williams-Willis, Prairie View A&M University

The co-chairs would also like to thank Leon Thomas, Sylvia Montgomery, Betty Hunter Sexton and Adam Gillum for their assistance in preparing the program booklet.

CONFERENCE PROGRAM

Nutrition Education for Diverse Audiences II: Integrating Research and Practice September 10 – 13, 2001 Dallas, Texas

Monday, September 10, 2001

4:00 – 6:00 pm and 7:00 – 8:00 pm	Welcome Desk Open - Prairie View A&M University <i>Hotel Lobby</i>
6:00 pm – 7:00 pm	Opening Reception <i>Lobby Court</i>
7:00 pm – 9:00 pm	Set up Resource Fair <i>Lincoln Ballroom Foyer</i>

Tuesday, September 11, 2001

7:00 am - 8:15 am	Set up Resource Fair <i>Lincoln Ballroom Foyer</i>
7:30 am - 8:20 am	Continental Breakfast <i>Lincoln 6, 7, 8</i>
	Plenary Sessions <i>Lincoln Ballroom West, East, 1, 2, 3</i>
8:30 am	Welcome to the Conference Alma C. Hobbs, CSREES Linda Williams-Willis, Prairie View A&M University Chester P. Fehlis, The Texas A&M University System
8:45 am	Keynote: Working with Culturally Diverse Audiences Jacqueline McCray, University of Arkansas, Pine Bluff Linda Williams-Willis, Prairie View A&M University
9:45 am - 10:15 am	Break, Network, Resource Fair <i>Lincoln Ballroom Foyer</i>
10:15 am	Conference Overview and Expectations Karen Konzelmann, CSREES Wells Willis, CSREES Larry Jones, University of Wisconsin

- 10:30 am **Panel on Research/Extension Integration: Lessons Learned**
Moderator: Wells Willis, CSREES
Carol J. Boushey, Purdue University
Suzanne Pelican, University of Wyoming
Linda Melcher, University of Wyoming
Mary Jane Oakland, Iowa State University
Jennifer Anderson, Colorado State University
- 11:45 am **Identify Themes For Lunch Discussions and Interacts**
Gayle Coleman, Michigan State University
- 12:00 pm - 1:00 pm **Luncheon, organized by themes.....Basie's and Lobby Court**

Plenary Sessions Continue...Lincoln Ballroom West, East, 1, 2, 3
- 1:15 pm **Panel: Successful Strategies for Working with Diverse Audiences**
Moderator: Salei'a Afele-Fa'amuli, CSREES
Honoring American Indian Traditions
– Linda Melcher, University of Wyoming
Nutrition Education for New Americans
– Deborah Duchon, Georgia State University
Engaging 1890 and 1862 Institutions
– Robert Hughes, University of Missouri; Carol Gieseke,
Lincoln University; Jo Britt-Rankin, University of Missouri
- 2:00 pm **Partnerships**
Ruthie Jackson, FNS
- 2:15 pm **Potential Sources of Funds:**
Elizabeth Tuckermanty, CSREES
Mark Prell, ERS
- 2:45 pm **Human Subject Research: Rights and Responsibilities**
Kathleen J. Motil, Children's Nutrition Research Center,
Baylor College of Medicine
- 3:15 pm - 3:45 pm **Break, Network, Resource Fair.....Lincoln Ballroom Foyer**
- 3:45 pm - 5:00 pm **Walk on the Well Side**
Moderator: Connie Betterly, Iowa State University
Robert Sweetgall, President, Creative Walking, Inc.

5:00 pm - 6:00 pm **Regional Meetings** (optional)
Western Region.....*Washington*
Southern Region.....*Jackson*

6:15 pm **Walk with Robert**.....*Meet in Hotel Lobby*
(outside if weather permits - optional activity)

7:00 pm **Evening on your own**

Wednesday, September 12, 2001

6:30 am **Walk with Robert**.....*Meet in Hotel Lobby*

7:30 am - 8:20 am **Continental Breakfast**.....*Lincoln Ballroom West*

Plenary Session.....*Lincoln Ballroom East, 1, 2, 3*

8:30 am **Panel on Research/Practice Integration: Brief Update on New
Projects Starting or Expanding**
Moderator: Wells Willis, CSREES
Carol J. Boushey, Purdue University
Mary Jane Oakland, Iowa State University
Helen Chipman, South Dakota State University
Jamie Dollahite, Cornell University

9:15 am **Concurrent Sessions**

A: Incorporating Physical Activity into Programs
 Moderator: Connie Betterly, Iowa State University
 *Sky Bridge III*
 Robert Sweetgall, Creative Walking, Inc.

B: Evaluation: Role, Function, Alternatives
Moderator: R. David Mustian, North Carolina State University.....Lincoln 6, 7

- Benchmarks, Pre- and Post-Tests, or One-Shot Designs: Do They Differentially Impact Results?
- Uniqueness Among Nutrition Models: Implication for Program Implementation
- Summative Evaluation of the Indiana Family Nutrition Program
- Nutrition Education Evaluations are FUN (Fantastic, Unique, & New)

C: Practice.....Sky Bridge II
Moderator: Rafael Perez-Escamilla, University of Connecticut

- Safe Food & You: Food Safety During Pregnancy
- The Connecticut Family Nutrition Program for Infants, Toddlers and Children (FNP-IT): An Academic-Community Partnership That Works!
- Multiple perspectives on anemia: Parent, health care provider and WIC viewpoints not always supported by biological data
- Junior Chef School
- Service-Learning in FSNEP Programs

D: Partnerships.....Jackson/Adams
Moderator: R. Jeff Olson, West Virginia University

- Factors Contributing to and Protecting Against Food Insecurity in Rural Counties of the U.S.
- A Partnership Supporting System and Environmental Change to Enhance Food Security: Lessons Learned from Tompkins County, New York
- Assessing Community Collaborations with the System, Policy and Environmental Change Grid
- Improving Food Stamp Program Use among Rural Older Adults: A Partnership for Research and Results
- Management of a Regional FNP Program for the Elderly: An Innovative Partnership for Value Added Nutrition Programming

10:45 am - 11:10 am **Break, Network, Resource Fair.....***Lincoln Ballroom Foyer*

11:15 am - 12:30 pm **CONCURRENT SESSIONS**

A: Teaching Food Safety for the Food Stamp Nutrition Education Program.....*Jackson/Adams*

**B: Social Marketing
Moderator: Leslie Beckstrom, Colorado State University.....***Sky Bridge II*

- The Art and Practice of Social Marketing: Examples from 2 Nutrition Network States
- Practical Advice on Developing a Social Marketing Campaign

**C: State Leadership – The Core to Success
Moderator: Larry Jones.....***Sky Bridge III*

Debra Palmer Keenan, Rutgers University
Terry Egan, Montana State University
Donna Vandergraff, Purdue University

**D: Program Strategies Using Technology
Moderator: Wanda Lincoln, University of Maine
.....***Lincoln 6, 7*

- Collaborative Development of the Foodlinks Website for Food Stamp Recipients
- Computer-Based 'Five-A-Day' Education: Comparison Of Learning Between Self-Selected Vs. Pre-Selected Topics And Animated Vs Static Slides
- Data Collection from a Bilingual Interactive Multimedia Nutrition Education Program
- Food Safety at Home: Research Leading to Development of a Computer-Based Food Safety Educational Tool

12:30 pm - 1:30 pm **Luncheon.....***Basie's/Lobby Court*

1:30 pm - 2:25 pm

Interacts (possible topics).....*Washington A & B, Adams A & B, Jackson A & B, Madison A & B, Lincoln 6, 7, 8*
(up to 11 different sessions)

- Diabetes
- Youth Evaluation
- Checklist Validation
- Physical Activity
- Bone Health
- Program Reviews
- Advocacy/Marketing
- Innovative Technologies

Note: Interacts are self-directed discussions that are focused on a specific program topic. These sessions will enable participants to share with, and learn from, their colleagues across the country. Sessions participants will share with one another and generate discussion.

2:30 pm

Experience Texas – Then and Now!.....*Exit next to Jefferson*

We will travel by bus to The Stockyards National Historic District in Ft. Worth. Be on the lookout for a Longhorn cattle drive, visit the Stockyards Museum, have your picture taken with a Longhorn steer, and visit specialty shops and restaurants. Don't miss Billy Bob's Texas, the world's largest honky-tonk or The Stockyards Hotel where saddles are the bar stools! Enjoy dinner at your choice of many restaurants in the area. Busses will return to the hotel after a pleasant evening, starting at 7 pm and continuing every 1/2 hour until 9 pm.

Thursday, September 13, 2001

7:00 am - 9:00 am

Take Down Resource Fair Exhibits.....*Lincoln Ballroom Foyer*

7:30 am - 9 am

Breakfast Buffet - Meet as State Teams to Discuss Plans for Future Collaboration.....*Lincoln West, 6, 7, 8*

Plenary Session.....*Lincoln Ballroom East, 1, 2, 3*

9:15 am

Evaluation: Different Branches on the Same Tree

Moderator: Linda Benning, NASULGC

James Hersey, Research Triangle Institute

Wells Willis, CSREES

Ruby Cox, Virginia Polytechnic Institute and State University

Jean Anliker, University of Massachusetts

Larry Jones, University of Wisconsin

10:45 am - 11:15 am

Break (no resource fair)..... *Lincoln Ballroom Foyer*

11:15 am - 12:45 pm

Concurrent Sessions

A: Strategies for Reaching Diverse Audiences

Moderator: Karen Konzelmann, CSREES.....Jefferson

- Families First: Nutrition Education and Wellness System (FF-NEWS)
- Nutrition Education for Immigrants, Refugees and Migrant Workers
- Reaching Diverse Audiences in the Lower Mississippi Delta

B: Staff Development

Moderator: Debra Reed, Texas A&M University

.....*Sky Bridge II*

- The Paraprofessional Model: Training Makes It Work!
- Developing a Learner-Centered EFNEP Curriculum
- The influence of supervisors' leadership behavior on the work attitudes of front-line nutrition educators: A study of EFNEP in New York State

C: Physical Activity

Moderator: Alice Lockett, FNS.....Sky Bridge III

- Physical Activity Programs from CDC
- Eat Smart/ Play Hard Campaign™: FNS Nutrition Education and Promotion Campaign
- Assess the Diet Quality and Exercise Patterns of Limited Resource Individuals Using Focus Groups
- Strategies for training paraprofessional staff to effectively teach the benefits of increasing physical activity to low income adults and youth

D: Educational Programs and Strategies –

Moderator, Valerie Long, University of New Hampshire.....Jackson/Adams

- Diabetes Education and Cooking Class for Limited Resource Populations
- Food attitudes: understanding personal food choices.
- Prenatal nutrition education in physician's offices
- Telephone Survey of North Carolina Citizens to Assess Perceptions, Barriers, and Practices Related to Nutrition and Physical Activity

1:00 pm - 2:00 pm

Luncheon.....Basie's/Lobby Court

2:00 pm - 2:45 pm

Small group sessions to develop Plans of Action, organized by themes.....Washington A & B, Adams A & B, Jackson A & B, Madison A & B, Hamilton A & B, Lincoln 6, 7, 8 (up to 13 different groups)

3:00 pm - 3:30 pm
3

Closing Session.....Lincoln Ballroom East, 1, 2,

Ann Veneman, Secretary of Agriculture (invited speaker)

Note: Lengths of individual presentations vary within and between sessions.

CONFERENCE ABSTRACTS

Tuesday, September 11, 2001

8:45 am Working with Culturally Diverse Audiences

University of Arkansas at Pine Bluff

Dr. Jacquelyn McCray, Dean/Director, 1890 Research and Extension, Cooperative Extension Program

Prairie View A&M University

Dr. Linda Williams-Willis, Administrator, Cooperative Extension Program

Effective Extension educators must be attuned to the diversity of backgrounds, experiences, expectations and challenges of various Extension audiences. Why? Because learning is individual and personal, and moving learning from "knowledge acquired" to "behavioral change" is dependent upon numerous personal characteristics often more related to the affective than the cognitive realm. This presentation will explore the need to consider cultural background and life experiences in designing and presenting Extension programs that are effective in helping culturally diverse audiences achieve learning-related goals.

10:30 am Panel on Research/Extension Integration: Lessons Learned
Moderator: Wells Willis, CSREES

Purdue University

Carol J. Boushey, Ph.D., Nutrition Researcher

University of Wyoming

Suzanne Pelican, M.S., R. D., Nutrition Researcher

Linda Melcher, M.S., R. D., EFNEP and FSNEP Coordinator

Iowa State University

Mary Jane Oakland, Ph.D., Nutrition Researcher

Colorado State University

Jennifer Anderson, Ph.D., R.D., Professor and Cooperative Extension Specialist

The panel of presenters will focus on projects that have demonstrated integration of research and extension in program design. The programs have their origins from a wide-variety of funding sources, including Regional/Multi-state Research, the Initiative for Future Agriculture and Food Systems, the National Research Initiative, State Extension funds, the Food Stamp Nutrition Education Program and the ES/WIC Nutrition Education Initiative.

2:15 pm Potential Sources of Funds from CSREES and ERS

Cooperative State Research, Education and Extension Service

Elizabeth Tuckermanty, Ph.D., Co-Director; Community Food Systems, Nutrition
Research & Education, Food Security

Economic Research Service

Mark Prell, Ph.D., Assistant Deputy Director for Program Research and Information

Cooperative State Research, Education and Extension Service:

<http://www.reeusda.gov/>

COMMUNITY FOOD PROJECTS COMPETITIVE GRANTS PROGRAM

<http://www.reeusda.gov/crgam/cfp/community.htm>

Initiative for Future Agriculture and Food Systems

<http://www.reeusda.gov/1700/programs/IFAFS/IFAFS.htm>

National Research Initiative Competitive Grants Program

<http://www.reeusda.gov/nri/programs/programs.htm>

Economic Research Service:

<http://www.ers.usda.gov>

Southern Rural Development Center, Mississippi State University:

<http://ext.msstate.edu/srdc/activities/food.htm>

American Indian Studies Program, University of Arizona:

<http://w3.arizona.edu/%7eaisp/projects.html>

Institute for Research on Poverty, University of Wisconsin:

<http://www.ssc.wisc.edu/irp>

Joint Center for Poverty Research, University of Chicago and
Northwestern University:

<http://www.jcpr.org/usdarfp.html>

Department of Nutrition, University of California, Davis

<http://nutrition.ucdavis.edu/usdaers.html>

3:45 pm A Walk on the Well Side - Robert Sweetgall, President Creative Walking, Inc.

This motivational session takes a fresh look at the 'new active living' culture... comparing the conventional wisdom of structured exercise programs (20th century philosophy) against the less structured lifestyle approaches based on accumulating daily blocks of activity throughout our normal day. Robert Sweetgall will also discuss the wide range of benefits resulting from active lifestyles, the beauty and simplicity of walking... plus several creative approaches for motivating the masses of sedentary Americans. This keynote incorporates role plays, practical activities, brain-based learning styles, research-based lecture and a powerful and reinforcing 35mm color slide presentation.

6:15 pm Walk with Robert - outside if weather permits (optional)

The Afternoon Sunset Stride: After a full day of sitting and listening, here's your chance to rise up and get active... all while walking and talking and networking with your fellow colleagues. Join our walk leader, Robert Sweetgall, in the hotel lobby at 6:15 for a 5-minute crash fitness walking warm-up clinic ...and then take off with Robert for an easy-gaited, refreshing 1.5 mile sunset walk. Raffle prizes at the end of the walk.

Wednesday, September 12, 2001

6:30 am Walk with Robert (optional activity)

The Early Bird Sunrise Stride: Rise and shine, and join America's Pied Piper of walking, Robert Sweetgall, for an energizing and easy-gaited 1.5 mile no-sweat walk around our conference facility. Return to our starting point (the conference hotel lobby) 150 calories lighter, in time for raffle prizes (provided by our walk leader), showers, breakfast, and a full day of USDA Conference Learning.

CONCURRENT SESSIONS - 9:15 am

A. Incorporating Physical Activity into Programs - Moderator: Connie Betterly, Iowa State University

A1. Motivation To Move - Fitting 6,000 Footsteps into a Frantic Day.

Creative Walking, Inc.

Robert Sweetgall

Need a little (or a lot) of motivation? Can't find the time? No sweat. Robert Sweetgall will demonstrate how easy it is to fit a few thousand extra footsteps into a frantic day. Learn how just 15 to 20 minutes of moderate-intensity activity can benefit your heart, lungs, stress levels, blood pressure and blood sugar levels, bones, muscles, mood and metabolism. See how a simple pedometer can be used as an activity meter for personal accountability. Learn how to apply all this information in the real world of health education - for yourself, your clients and your family members - and for lasting results.

B. Evaluation: Role, Function, Alternatives --Moderator: R. David Mustian, North Carolina State University

B1. Benchmarks, Pre-and Post-Tests, or One-Shot Designs: Do They Differentially Impact Results

NC Cooperative Extension Service:

R. David Mustian, Professor and Extension Program Evaluation Leader
Sandra A. Zaslow, Assistant Director and Head Family Consumer Sciences
NC State University

Synopsis:

Shrinking budgets with increased competition for non-mandate funds, organization downsizing, and global competition are major factors in assessing the quality of Extension programs and accounting for resources, both human and material. In programming thrusts where targeted audiences include both elderly and limited resource individuals and families, the evaluative designs developed to capture program outcomes and impacts have to be creative and flexible. While both textbook research and evaluation designs portray best approaches to include comparison groups and control of extraneous factors, the real-life scenario has been to "do the best possible job" when control/contrast groups and variable controls are not feasible in terms of effort or cost.

This presentation describes and compares the evaluative designs used in assessing behavioral change among participants in two funded projects whose clientele are, for the most part, elderly and have limited resources. Among the elderly clientele, major concerns of projects staffs have been the context of both program and evaluation, characteristics of clientele, such as hearing, ability to write, and ability to recall, temporal designs to best assess results, and availability and accessibility of comparison/control groups. Outcome/impact data for these programs were collected via collecting information from a sample of program participants where benchmark data were available; collecting data at two time periods, and collecting data after program participating utilizing participant recall of behavioral changes base on program participation. Quality and types of outcome/impacts data are presented. Finally, the presentation includes lessons learned from this comparison of data collection techniques.

Conference Goals and Themes:

1.2; 2.3

B2. Uniqueness Among Nutrition Models: Implication for Program Implementation

NC Cooperative Extension Service:

Joyce M. Counihan, Coordinator, North Carolina Nutrition Network

Carol Trivette, Ph.D.

Synopsis:

This presentation will report on an evaluation that focuses on the unique characteristics of nutrition models funded through the Food Stamp Nutrition Education Plan (which is facilitated by the) North Carolina Nutrition Network, a network that supported 14 nutrition education models in FY 00. One component of the evaluation was interviews conducted with 43 different program directors in order to understand the similarities and differences in program implementation and how these differences influence program outcomes. This presentation will summarize findings concerning 1) how programs are collaborating with other community partners, 2) the most successful methods of delivering information for each of the targeted age groups, 3) degree of flexibility meeting individuals unique nutritional needs found in each model, and 4) the types of social marketing techniques used by each of the models. One of the unique features of this evaluation, which will be reported in this session, was the assessment of the extent to which program directors encouraged help-giving interactions that are consistent with helping models that lead to the empowerment of program participants.

Conference Goals and Themes:

2.3

B3. Summative Evaluation of the Indiana Family Nutrition Program

Purdue University:

Jane Marie Clary, Ph.D.

Synopsis:

The study used a phenomenological perspective to measure and to identify knowledge, behavior, and attitude change for a summative evaluation of the Indiana Family Nutrition Program. The framework of phenomenology, self-efficacy, adult education principles and "The Program Planning Model" (Blank & Russell, 2000) were incorporated. Data consisted of pre-post-test surveys (n=367) and seven focus groups and six one-on-one interviews (n=91) with participants who completed five or more lessons. Guiding research questions for the qualitative component were: (a) How does the program impact clients' lives? (b) How do clients describe their program experiences? (c) How can this program be changed to better meet the needs of the clients? Research questions for the quantitative components were: (a) Do participants' experience changes in their behaviors? (b) Do participants learn to prepare more nutritious foods, and have the confidence (self-efficacy) they can select, purchase, and prepare foods for their families? (c) Do participants become more confident they can perform the behaviors following completion of the program lessons? (d) How do clients' attitudes change regarding their perspectives in determining the nutritional needs of their family? The study evidenced when the program helps meet clients' needs and they have positive program experiences, the program can facilitate behavior, attitude, and nutrition changes. FNP lessons can increase clients' confidence and have a positive or meaningful impact on the family. Paired-difference t-tests determined whether or not there was a statistically significant change. In conclusion, the program has a positive effect on participants and facilitates the voluntary adoption of positive behaviors and attitudes in nutrition, food safety, and money management.

Conference Goals and Themes:

2.3

B4. Nutrition Education Evaluations are FUN (Fantastic, Unique, & New)

Auburn University:

Barbara Struempler, Ph.D.

Department of Nutrition and Food Science Extension Nutritionist

Synopsis:

Nutrition Education Evaluations are FUN (Fantastic, Unique, & New). To create a positive environment and collect program impact data, interactive nutrition evaluations are valuable for educators as well as participants. The data are valuable for answering the question, "Does nutrition education work?" Equally as important, participants are "tested" in a fun, energetic

environment. This dynamic session will involve the audience through hands-on activities dealing with interactive evaluations. Participants will have the opportunity as preschoolers to remember where food comes from and as teenagers to be involved in an engaging competitive environment that promotes learning and teamwork.

Conference Goals and Themes:

2.3

C: Practice -- Moderator: Rafael Perez-Escamilla, University of Connecticut

C1. Safe Food & You: Food Safety During Pregnancy

Purdue University:

Donna Vandergraff, EFNEP Coordinator

Iowa State University:

Connie Betterley, EFNEP Coordinator

Synopsis:

Pregnant adolescents and adults are at increased risk for foodborne illness. One estimate is that approximately 30% of reported cases of listeriosis occur during pregnancy. In addition, these illnesses can have devastating consequences during pregnancy such as miscarriage and preterm labor. With funding provided by USDA through the Food Safety and Quality Initiative, Purdue University and Iowa State University collaborated to produce a program that focuses on the food safety needs of pregnant adolescents and adults, especially those who are participating in EFNEP and FSNEP. This program consists of one lesson, either taught to individuals or groups, which explains the Fight Bac! concepts specifically for this audience. A centerpiece of the lesson is an award-winning video that incorporates these concepts. This lesson was developed so that it could be used in tandem with a wide variety of prenatal education programs nationwide. The program also includes a lesson for parents and preschoolers as well as preschoolers taught in a group. Pilot testing was conducted in Indiana and Iowa. Results from this testing as well as the components of the program itself will be discussed.

Conference Goals and Themes:

1.1, 1.3

C2. The Connecticut Family Nutrition Program For Infants, Toddlers and Children (FNP-IT): An Academic-Community Partnership That Works!

University of Connecticut and Hispanic Health Council, Inc.:

Rafael Pérez-Escamilla and Grace Damio.

Synopsis:

Since 1995 the University of Connecticut and the Cooperative Extension System have partnered with the Hispanic Health Council, Inc. to deliver high quality nutrition education to food stamp recipients in Connecticut. FNP-IT began with an extensive needs assessment of community nutrition problems among Hispanic preschoolers (n=248) followed by a second needs assessment on nutrition knowledge, attitudes, and behaviors among their primary caretakers (n=500). Results of these and other quantitative/ qualitative studies led the development of PANA (Programa para Aprender Nutrición y Alimentación) which delivers fun and entertaining diet, health, and food safety puppet shows to about 10,000 elementary school children per year and serves the multicultural nutrition education needs of a diversity of health and community agencies in Hartford. Needs assessments also led to the development and implementation of four nutrition and food safety award winning social marketing campaigns produced in collaboration with a professional marketing firm. Campaigns have been delivered through Latino mass media (radio, television, newspapers) and the mass transit system reaching about 200,000 Latinos per year in Connecticut. A unique attribute of FNP-IT is its research and evaluation based service orientation. Numerous peer reviewed publications have documented the cultural competency and cost-effectiveness of the program services.

FNP-IT is funded by the USDA Food Stamp Program through the State Department of Social Services. For more information on FNP-IT access: www.hispanichealth.com/pana.htm

Conference Goals and Themes:

1.2

C3. Multiple perspectives on anemia: Parent, health care provider and WIC viewpoints not always supported by biological data

University of Connecticut:

Ann M. Ferris, Ph.D., R.D.

Synopsis:

Limiting needs assessment strategies to parameters currently funded by FNP and EFNEP may provide a skewed picture for program planning. In this presentation, we will describe a multi-faceted needs assessment, varied funding streams, and the use of these to facilitate community and institutional change and develop a community-approved model for intervention for anemia and iron-deficiency. Highlights of the needs assessment follow. Medical charts reviewed showed that 33% of children develop anemia at least once between 18 and 36 months of age. Occurrence did not differ among ethnic groups or neighborhoods. Thirty-one percent of the non-anemic children

in a follow-up study were iron-deficient by CDC guidelines. Dietary iron intakes met or exceeded recommended amounts. Caretakers of toddlers served by city health clinics reported that they felt detached from the advice given by health care providers. Detachment was compounded by "desensitization" to anemia among providers, who were frustrated that efforts to prevent anemia often failed. Neither caretakers nor providers felt that effective communication was achievable within the constraints of the current health care system. Preliminary results of subsequent interviews suggest that some of these families experience isolation profound enough to negatively impact the quality of parent-child interactions.

Conference Goals and Themes:

1.1, 1.3

C4. Junior Chef School

University of Illinois:

Marjorie Lafont, M.S., R.D.

Charlie Clark, Ph.D.

Synopsis:

Junior Chef School is a one-week course that runs for 10 weeks each summer. It is funded using monies from the Summer Feeding Programs and FSNEP. Youth (20 per session), ages 8-14, participate from 9 am until 1 pm. They learn menu planning, food preparation, food safety, food storage and nutrition in the process. Each participant helps to provide breakfast and lunch each day. All participants do a pre- and post-test, and results document 100% skill improvement and 95% knowledge improvement. Parents may attend a graduation on the last day where everyone receives a cookbook to take home. All youth also complete lessons on hand washing, Food Guide Pyramid, and Dietary Guidelines then practice eating a variety of foods that they prepare. Each year this program grows and this year a local Marriott Chef has donated time to teach food preparation. This program demonstrates creative, innovative thinking in a collaboration that provides practical skills for children from the projects and makes healthy eating fun.

Conference Goals and Themes:

1.1, 1.3

C5. Service-Learning In FSNEP Programs

University of Connecticut:

Meredith Poehlitz, R.D, Nutrition Education Coordinator

Ann M. Ferris, Ph.D., R.D., Family Nutrition Program Coordinator

Synopsis:

Approximately 30 undergraduates per semester are involved in a variety of FSNEP programs where research and education are integrated. Husky Reads is an innovative nutrition education and literacy program where students volunteer to read aloud to children waiting to see their medical providers in inner-city clinics. Students who have successfully participated in Husky Reads for a minimum of one semester are eligible to participate in more independent and intensive experiences. These experiences provide opportunities to work as a member of a health care team, to work with community nutrition staff, or to complete primary research. For example, students have designed and implemented a personal training program for overweight youth and taught nutrition and cooking classes in after school programs. The majority of participating students are in health professions majors. The community-based experience are reinforced by five discussion group meetings per semester where students have the opportunity to hear speakers on relevant topics such as diversity and behavior management and to reflect upon their experiences. Although management of programmatic details such as training, supervision, scheduling and transportation issues is time-consuming for FSNEP staff, the service-learning experiences are a cost-effective way to provide nutrition education to large numbers of participants in the FSNEP as well as an effective vehicle for minority staff recruitment

Conference Goals and Themes:

1.1

D. Partnerships -- Moderator: R. Jeff Olson, West Virginia University

D1. Factors Contributing to and Protecting Against Food Insecurity in Rural Counties of the U.S.

Cornell University:

Christine M. Olson, PhD., RD., Panel Leader

Hazel E. Reed, Human Ecology Extension Professor

Synopsis:

This panel presentation will focus on factors contributing to and protecting against food insecurity in rural counties of the United States. "Food security" and its counterpart, "food insecurity" are fairly new and important constructs to describe the nutritional well-being of individuals and families. The data for this presentation were collected in wave 1 of a Multi-State Hatch Project, **NC-223** "Rural Low-income Families: Tracking Their Well-Being and Functioning in the Context of Welfare Reform." Both in-depth qualitative and quantitative data including the 18-item Core

Food Security Module are available for 410 families from 27 counties in 15 states from each region of the U.S. The sample is diverse in terms of race and ethnicity. All families have incomes less than 185% of the Federal poverty line and counties have non-metropolitan Butler-Beale codes. Analysis of preliminary data indicates roughly half of the sample participates in the Food Stamp Program. The premise that food security can be increased through nutrition education is presently unproven and controversial. The panel will present results that provide insight into the potential of nutrition education in increasing food security of rural low-income families.

Conference Goals and Themes:

2.2, and 3

D2. A Partnership Supporting System and Environmental Change to Enhance Food Security: Lessons Learned from Tompkins County, New York

Cornell Cooperative Extension of Tompkins County, New York:

Helen Howard

Synopsis:

Since the fall of 1999, FSNEP staff from Cornell Cooperative Extension of Tompkins County (CCE-TC) have formed a vital partnership with faculty and graduate students from the Cornell (University) Community Nutrition Program (CCNP), community agencies, and program participants to support system and environmental changes that make nutritious diets more accessible to food stamp households, a core element of the Food Stamp Nutrition Education Program (FSNEP) The objectives included: 1) Develop partnerships and networks within the community to improve food access. 2) Assess the constraints of families in food insecure neighborhoods for accessing food. 3) Facilitate initiation of community action plans to improve food access. 4) Evaluate and expand the University-Community Partnership Model for family and food systems research and intervention. An assessment documenting the background and issues related to food access for low income people within the context of the local food system was conducted by graduate students working with the network of community agencies, recipients of these services, and other stakeholders. Workshops including recipients, providers, university, and extension partners strengthened the partnership. Priorities, goals, and desired outcomes were established and resources identified. A coalition charged with longer term oversight of this process, has been formed.

Conference Goals and Themes:

1.3

D3. Assessing Community Collaborations With The System, Policy And Environmental Change Grid

The Ohio State University:

Sharon Seiling, Associate Professor and Extension Specialist

Jing Zhao, Ph.D., student

Joyce McDowell, Interim Assistant Director of OSU Extension

Synopsis:

The Ohio State University Extension Family Nutrition Program has used a modified version of the System, Policy and Environmental Change descriptive grid to assess community collaboration in each county that is participating in the Family Nutrition Program. The form and clarity of the grid have evolved over two and a half years, so that the current version of the data collection instrument gives better guidance to agents and program assistants who are providing information about their local programs. The data are collected on a semi-annual basis along with other evaluation and program monitoring data. Organizational information requested includes the name, the type (pre-coded by most commonly reported agencies, firms and schools), and the depth of the relationship with the Extension Family Nutrition Program. The counties are also asked to report outcomes in the categories of education, access to food, coordination of messages, public policy, and resources shared by collaborating organizations for NOT matched activities. Between October 1, 2000 and March 31, 2001, the participating counties worked with 608 organizations to provide nutrition education to Food Stamp eligible participants. During that time the counties also leveraged their program dollars with \$1.1 million of cash and in-kind contributions. Cooperator was the most frequently reported type of relationship with collaborating organizations. Government agencies were the most likely collaborating organizations.

Conference Goals and Themes:

1.3, 1.4.

D4. Improving Food Stamp Program Use among Rural Older Adults: A Partnership for Research and Results

Kansas State University:

Mary L. Meck Higgins, Ph.D., Assistant Professor & Human Nutrition Specialist

Virginia Barnard, Food Stamp Project Research Assistant

North Central-Flint Hills Area Agency on Aging:

Susan Faut, Food Stamp Project Manager

Julie Govert Walter, Executive Director

Synopsis:

The North Central-Flint Hills Area Agency on Aging, Kansas Department of Social and Rehabilitation Services, and Kansas State University Department of Human Nutrition/ Cooperative Extension Service, are collaborating in 18 rural Kansas counties on one of USDA Food and Nutrition Service's two-year Research Grants to Improve Food Stamp Program Access through Partnerships and New Technology Focus groups, interviews, and written surveys, were conducted with older adults, senior center staff and volunteers, senior center board members, community leaders and grocery store clerks to identify barriers and attitudes affecting food stamp program participation by rural older adults. In phase two, interventions will include education outreach to adults age 60+ years, and development and use of a food stamp outreach and utilization training manual for staff and volunteers serving county aging communities. Preliminary findings indicate that many focus group participants knew of the Food Stamp Program and where they could go for information about it, but were not knowledgeable about what guidelines are used as criteria in determining eligibility. Strong opinions were voiced that older adults who would apply for/use food stamps, unlike other assistance programs, had to first overcome embarrassment and loss of pride, privacy, independence and self-esteem.

Conference Goals and Themes:

3.1

D5. Management of a Regional FNP Program for the Elderly: An Innovative Partnership for Value Added Nutrition Programming

University of Rhode Island:

Nancy Fey-Yensan, Ph.D.

University of Connecticut:

Ann M. Ferris, Ph.D.

Synopsis:

Over a five-year period, The University of Rhode Island and The University of Connecticut have worked to develop a unique process of complete co-management for the Food Stamp Nutrition Education Program called The Senior Nutrition Awareness Project (SNAP). This regional model for FNP management goes beyond the basic sharing of nutrition education materials and has created a managerial and programmatic synergy that has increased overall output, maximized federal match, and extended quality outreach to the target audience of low-income seniors in two states. In this session, the presenters will explain the unique qualities and processes of their co-management approach. They will include specifics related to client needs assessment, funds distribution, budget management, supervision and training of regional staff, development of program plans, evaluation of program effectiveness and reporting.

Conference Goals and Themes:

1.4

CONCURRENT SESSIONS - 11:15 am - 12:30 pm

A. Teaching Food Safety for the Food Stamp Nutrition Education Program

The Ohio State University:

Lydia C. Medeiros, Ph.D., R.D.

Colorado State University:

Patricia Kendall, Ph.D., R.D.

Washington State University:

Virginia Hillers, Ph.D., R.D.

Synopsis:

Ohio State University, Colorado State University and Washington State University have been cooperating for four years to design evaluation processes for food safety education in community health programs. The first task was to conceptualize the primary control factors and educational philosophy that has served as a framework for subsequent work. A perspectives paper, *Food safety education: What should we be teaching consumers?* recently appeared in the March/April 2001 issue of the Journal of Nutrition Education. Two additional papers are forthcoming: Identification and classification of consumer food handling behaviors for food safety education and Evaluation of Food Safety Education for Consumers. Two grants have been funded based on this work B the first from the USDA, National Integrated Food Safety Initiative and the next one from USDA, National Research Initiative. There are three themes from this integrated research and extension work that will be presented: Primary control factors for food safety education, consumer behaviors for educational programming, and the validity of self-reported evaluation data. It is anticipated that the information presented will impact the way in which food safety will taught in the Food Stamp Nutrition Education program and how outcomes will be evaluated and measured.

Conference Goals and Themes:

2.3, 3.1

B: Social Marketing -- Moderator: Leslie Beckstrom, Colorado State University

**B1. The Art and Practice of Social Marketing: Examples from 2 Nutrition Network States
Michigan State University**

Amy Malow, MS, RD
Coordinator, Michigan Nutrition Network
Cooperative Extension

Colorado State University

Laura Simpson, MHP, RD
Coordinator, Colorado Nutrition Network
Department of Food Science and Human Nutrition

Leslie Beckstrom, MS, RD
Colorado Nutrition Network

Synopsis:

This session gives a brief overview of the social marketing approach and its features. A systematic model is used to teach participants the basic principles in making key marketing decisions. Two Network-initiated campaigns will be highlighted to showcase specific steps in the social marketing process.

B2. Practical Advice on Developing a Social Marketing Campaign

NC State University:

Susan Baker, Med, EFNEP Coordinator
Jam Gourley, Extension Assistant

Synopsis:

Social Marketing uses tools of commercial marketing to promote positive behavior change. The 5 A Day campaign is an example of a health promotion campaign that uses social marketing techniques. By communicating with their audience before developing materials, educators identify strategies which are effective among the target population. Attendees will learn how North Carolina's In-Home Breastfeeding Support Program used a social marketing approach to reach pregnant, food stamp eligible women with a health behavior change message. The methods employed in planning focus groups, training staff members in data collection as well as preliminary results will be shared. In addition, attendees will gain practical tips on developing an innovative campaign B even on a limited budget.

Conference Goals and Themes:

1.5

**C: State Leadership – The Core to Success -- Moderator: Larry Jones,
University of Wisconsin, Madison**

Rutgers University

Debra Palmer Keenan, Ph.D

Montana State University

Terry Egan, M.S.

Purdue University

Donna Vandergraff, M.S., R.D.

Synopsis:

What is it that you do, as a state coordinator of nutrition education programs, that helps you be successful in your job? Seven of your colleagues addressed this question and over 60 of you verified their answer. This session will provide an overview of the State Coordinator core competency project and identify implications for your individual professional development plans, hiring, and future regional and national conferences Competencies panel.

**D. Program Strategies Using Technology -- Moderator: Wanda Lincoln,
University of Maine**

D1. Collaborative Development of the Foodlinks Website for Foodstamp Recipients

University of Connecticut:

Susan J. Beeman, M.S.,RD, CD/N

Ann M. Ferris, PhD.,RD

Synopsis:

The internet can deliver nutrition education information rapidly across geographic and socioeconomic boundaries directly to food stamp recipients. Access is increasingly available via public libraries, local schools or family resource centers. To meet the unique internet needs of food stamp recipients, a collaborative development team was organized by the University of Connecticut Family Nutrition Program. This team consisted of two graphic artists, a technology consultant, web designer, gerontological nutritionist, technical library specialist and a specialist in material design for a low literacy audience. Review of literacy levels, translation to appropriate language for the community served, and inclusion of content that is useful, interesting and inviting are areas that were addressed. Discussion groups were held with food stamp recipients, regional librarians, and principal investigators within the Family Nutrition Program. Providers and recipients had differing perceptions of "useful content." Providers underestimate access to and

desire for knowledge of computers in the targeted audience. Food Stamp recipients reported familiarity with the computer through work, friends or relatives and demonstrated a strong desire for interaction with the computer. Ongoing evaluation of the website is necessary to provide content that is informative, useful and convenient.

Conference Goals and Themes:

1.5

D2. Computer-Based 'Five-A-Day' Education: Comparison of Learning Between Self-Selected vs. Pre-Selected Topics and Animated vs. Static Slides

University of Illinois:

J.B. Hieggelke, B.S.

J.E. Painter, Ph.D., R.D.

R.A. Orr, Ph.D.

Synopsis:

The primary objective of this study was to examine the effect of allowing subjects to self-direct their learning by selecting educational topics compared to when topics are pre-selected. A secondary objective was to study the effect of animation and interaction on learning. Male and female subjects (n=500) of all ages were low-income, minority, with limited education levels. A 5-A-Day interactive program was developed and placed onto computer kiosks in 5 community sites frequented by food stamp clientele. The educational program consisted of the following topics: benefits of/food safety of/shopping for/serving sizes of/easy ways to eat: fruits and vegetables. Subjects ranked interest level for the five topics and then chose the topic they wanted to 'learn about now.' The topic the subject wanted to learn about, in addition to the topic least interesting to the subject became the two educational topics for the subject. Pre- and post-tests were administered. Each education unit consisted of six slides given in random order. Scores were compared between the self-selected and pre-selected education modules to determine which was most effective. Each slide in the program was then animated and made interactive, keeping the content identical to the original static slides. Pre- and post-tests were again administered to determine the effects of computer animation and interaction on learning.

Conference Goals and Themes:

1.1, 1.5, 2.

D3. Data Collection from a Bilingual Interactive Multimedia Nutrition Education Program

Department of Food Science and Human Nutrition, Colorado State University:

Susan Martin Gould, Ph.D., R.D., Post-Doctoral Fellow and Project Coordinator

Jennifer Anderson, Ph.D., R.D., Professor and Cooperative Extension Specialist

Synopsis:

An advantage of using computers in nutrition education is the potential to evaluate users' outcome measures and interactions through computer-based data collection. Work at Colorado State University with the *La Cocina Saludable* bilingual interactive multimedia (IMM) nutrition education project has led to exploration of this potential. Computer-based assessment instruments have been developed to evaluate outcomes from the learning modules. Each question is read by the narrator and each assessment only takes a few minutes to complete. A file that captures the data as the user interacts with the learning modules and/or the evaluation modules is imported into an Access database from which queries can be made about specific program related information. It has been used to calculate the time users spend interacting with the program and within individual learning modules and track user exploration of the program and their interaction with optional choices. This is helpful especially when using free-standing kiosk systems or comparing user interaction data with outcome data. The ultimate goal for this database management system is to provide an interface that can be used by agencies to capture data pertinent to their reporting needs. Highlights from the computer-based evaluation and data management system will be presented.

Conference Goals and Themes:

1.1

D4. Food Safety at Home: Research Leading to Development of a Computer-Based Food Safety Educational Tool

University of Wisconsin-Extension:

Barbara Ingham, Food Science Extension Specialist

Synopsis:

A computer-based food safety educational tool- Food Safety at Home- was developed and piloted in spring 2000 in 60 EFNEP households in Louisiana, New York and Wisconsin. Twenty self-assessment questions targeted food safety behaviors related to five topic areas: Clean, Chill, Cook, Separate, and Store. Behavior change was significant in all five content areas based on pre/post-test evaluation. The greatest change in food safety behavior occurred in the area of cooking meat to the proper temperature (64% increase).

Educator observations on effectiveness of this tool included: (Before) Meat thawing on counter. Never uses a thermometer to check temperatures; (After) Kitchen clean with no spills. Refrig and counters clean. Really liked the fact sheets. Cook sheet stays on the refrig so they can check it

easily. Family uses the meat thermometer often and said "It's easier to make hamburgers now that I know when they are safe to eat."

The educators observed that, in addition to content education, the computer-based tool provided exposure to computers for low-income audiences often unaccustomed to this technology. The computer-based tool engaged youth in learning with their parents, and even some neighbors of clients visited during the study in order to view the computer-based lessons. The pilot tool has been revised based on client/educator feedback for even more effective EFNEP food safety education.

Conference Goals and Themes:

2

Thursday, September 13, 2001

9:15 am Evaluation: Different Branches on the Same Tree -- Moderator: Linda Benning, NASULGC

Research Triangle Institute

James Hersey, Ph.D

CSREES

Wells Willis, M.S., R.D.

Virginia Polytechnic Institute and State University

Ruby Cox, Ph.D, R.D.

University of Massachusetts

Jean Anliker, Ph.D, R.D.

University of Wisconsin, Madison

Larry Jones, Ph.D

Synopsis:

We represent different programs, different agencies, and different funding streams, yet we have a common interest in understanding and communicating the impact of our efforts to a wide variety of audiences. How do we effectively tell the story of the impact of our programs to those who need to know? This session will include an overview of the evaluation needs of policy makers and the history, current status and future direction of the Food Stamp Nutrition Education White Papers, Logic Models and the EFNEP behavior checklist. The session will conclude by drawing implications for state administrators, researchers and practitioners.

CONCURRENT SESSIONS - 11:00 am - 12:45 pm**A. Strategies for Reaching Diverse Audiences -- Moderator: Karen Konzelmann, CSREES****A1. Families First: Nutrition Education and Wellness System (FF-NEWS)****Southern University-Cooperative Extension Program:**

Dr. Gina Eubanks, Assoc. Specialist/Acting Asst. Administrator

Langston University:

Dr. Nettie B. Fisher, Director FF-NEWS/Professor

Lincoln University Cooperative Extension

Dr. Carol C. Giesecke, Nutrition & Health Specialist

South Carolina State University:

Mrs. Margaret E. Johnson, Associate Administrator

University of Arkansas at Pine Bluff

Dr. Jacquelyn W. McCray, Dean/Director 1890 Research & Extension

Prairie View A&M University:

Dr. Linda Williams-Willis, Administrator
Cooperative Extension Program

Synopsis:

Synopsis of what you want to present (200 word limit) FF-NEWS is the centerpiece of a nutrition education program planned and implemented by a consortium of Cooperative Extension Programs at six 1890 Land Grant institutions: Langston University (Oklahoma), Lincoln University (Missouri), Prairie View A&M University (Texas), South Carolina State University (South Carolina), Southern University and A&M College (Louisiana), and the University of Arkansas at Pine Bluff. It is simultaneously an outreach and intervention program for participants in the Food

Stamp Nutrition Program. And, in the time-honored educational traditions of the consortium schools and Cooperative Extension, the program is designed to help families develop within their own strengths. Through FF-NEWS, Food Stamp participants are taught to plan, select, and prepare meals consistent with their cultural traditions and family resources, while improving their overall health and that of their family members. subject area related to nutrition , health A very unique and innovative curriculum was developed by the consortium to use in implementing the FF-NEWS program. An introduction to the FF-NEWS curriculum will be presented during this session. The curriculum is comprised of six components: an informative and instructive introductory section, four content modules, and a resource/reference section. Each of the content modules addresses a critical and wellness. The curriculum's integrating themes are basic nutrition, physical activity, health promotion and disease prevention, cultural diversity, resilience, self-reliance, self-esteem, and personal responsibility. It recognizes and appreciates the role of family and culture in fostering lifestyle changes in nutritional practices. A common system for data retrieval and management that allows impact assessments to be aggregated across participating institutions has been developed and tested. The system was designed by the Southern Rural Development Center.

Conference Goals and Themes:

1.1 and 2.3

A2. Nutrition Education for Immigrants, Refugees and Migrant Workers

Cornell Cooperative Extension of Western New York:

Marcia Scheideman, MS, RD

Synopsis:

Three counties in the Western New York area identified immigrants, migrant workers and refugees as a special population in need of nutrition education. A program was developed in collaboration with the three host agencies to meet the needs of this audience which included Food Safety and Sanitation; Food Budgeting; Shopping Skills; Healthy Eating; Meal Planning; Food Preparation Skills; Using Commodity Foods. Hands-on interactive classes were held at collaborating agencies addressing these issues. The educational strategies used were designed to accommodate participants who spoke a variety of languages and were at different skill levels. Schedules had to be adjusted to fit the transient nature of the population. Both formative and summative evaluations were part of the program design. Positive behavior change was documented in food resource management, nutrition practices and food safety. Approximately 150 families were served in the Western New York area and additional follow-up activities are ongoing.

Conference Goals and Themes:

1.1

A3. Reaching Diverse Audiences in the Lower Mississippi Delta

USDA/ARS, Little Rock

Margaret Bogle, Ph.D., RD, Executive Director, Delta NIRI

Synopsis:

Presentation will focus on the efforts of the Lower Mississippi Delta Nutrition Intervention Research Initiative (Delta NIRI) in the Delta area of Arkansas, Louisiana, and Mississippi. This is a very rural and diverse area comprised of several cultures and ethnic groups. Community based research will be highlighted, particularly the involvement of key informants, community liaisons and community leaders. Many challenges exist associated with traditional research techniques; i.e., focus groups, telephone and face -to-face interviews. Whereas, the Delta NIRI Consortium is an academic group made up of six universities and the Agricultural Research Service of USDA, emphasis will be given to the problems related to involvement of academic research teams in rural areas.

B: Staff Development -- Moderator: Debra Reed, Texas A&M University

B1. The Paraprofessional Model: Training Makes It Work!

NC State University:

Susan Baker, Med

Synopsis:

Public health, EFNEP and FSNEP nutrition educators/supervisor frequently employ paraprofessionals to provide nutrition education to limited-resource families. The EFNEP paraprofessional model, with its emphasis on relationship-building, trust and empathy has resulted in consistent successes for more than 30 years. At the same time, supervisors of paraprofessionals have been persistently faced with challenges. The purpose of this presentation is to assist these nutrition educators/supervisors in positively addressing these challenges through appropriate training interventions. The presentation will be based on the following beliefs: (1) paraprofessionals have unlimited potential; (2) paraprofessionals have unique needs; (3) a better balance is required between teaching nutrition subject-matter to paraprofessionals and training them in the skills they need; and (4) most supervisory challenges can be addressed and solved by appropriate initial training, transitional support and ongoing training. If paraprofessionals are not meeting performance expectations, supervisors should closely examine the adequacy of their training programs. This presentation will include a discussion of the Sequential Development Model developed by Norris and Baker (1998) in *Maximizing Paraprofessional Potential*. Emphasis will be placed on the initial training, supported transition and ongoing training components of the model.

Conference Goals and Themes:

1.5

B2. Developing A Learner-Centered EFNEP Curriculum

University of Massachusetts:

Meredith Pearson, PhD, Director of Nutrition Education Programs

Lynne Thompson, MS, Graphic Designer, Nutrition Education Programs

Synopsis:

The University of Massachusetts currently is involved in the development of a new EFNEP curriculum based on a conceptual model integrating program development, staff development, and current adult learning theory. The model includes (1) determining the need for curriculum change; (2) designing the curriculum; (3) developing training for supervisory and paraprofessional staff; (4) piloting and revising; (5) supporting curriculum implementation; and (6) evaluating curriculum impact. The decision to revise the curriculum was based on focus group and participant survey data; revision of Dietary Guidelines; and current nutrition research findings and emerging nutrition issues. The primary emphasis of the curriculum will be on methodology designed to engage the learner in dialogue and to facilitate the learners' development of personal meaning of the curriculum content. Secondary emphasis will be on content presented in group sessions with supporting print materials. Staff development for EFNEP supervisors will include a summer tutorial on adult learning theory and on-going paraprofessional training on a learning-by-dialogue approach to teaching. Graphic design will proceed concurrently with curriculum development. A three-day staff retreat will be held in November to prepare for piloting the new materials. Piloting will be initiated in January 2002.

Conference Goals and Themes:

1:1

B3. The Influence of Supervisors' Leadership Behavior on The Work Attitudes Of Front-Line Nutrition Educators: A Study of EFNEP In New York State

Cornell University:

Katherine L. Dickin, M.S., Division of Nutritional Sciences, and

Jamie S. Dollahite, Ph.D., R.D., Division of Nutritional Sciences

Synopsis:

The enthusiasm, skills, and dedication of front-line nutrition educators (NES) are critical to program effectiveness. We hypothesize that NES' attitudes and performance are affected by their perceptions of their jobs and organizations, and particularly by experiences with program leaders.

However, research examining the role of leadership behavior within nutrition programs is very limited. To address this gap, we applied organizational behavior methodologies to measure key leadership behaviors associated with managerial effectiveness and positive worker responses in other settings.

This CSREES-funded study examined EFNEP paraprofessional nutrition educators' work satisfaction, sense of effectiveness, and perceptions of their work context, including supervision. In exploratory interviews, NES emphasized the significance of autonomy, respect, personal support, technical guidance, and team cohesiveness, and linked these factors to practices of program managers. A state-wide survey of EFNEP staff assessed NES' perceptions of managerial practices such as problem solving, mentoring, clarifying objectives, monitoring, and recognizing performance. Managerial practices were analyzed by individual characteristics (e.g., job tenure, education), county-level factors, and outcomes such as work satisfaction. Ratings by NES and supervisors indicate that NES have substantial opportunities for autonomous decision-making.

Recommendations are made for improving program leadership and increasing awareness of its influence on community-based nutrition educators.

Conference Goals and Themes:

1.4

C: Physical Activity -- Moderator: Alice Lockett, FNS

C1. Promoting physical activity - opportunities in your community

Center for Disease Control and Prevention

Fiona Bull, Ph.D., Research Scientist
Division of Nutrition and Physical Activity

Synopsis:

A brief overview on the role of CDC in physical activity followed by examples of practical approaches to increasing physical activity in the community. Two themes will be developed: creating inviting environments and working in partnership.

C2. Eat Smart/Play Hard™ Campaign - Jane Mandell, FNS

Food and Nutrition Service

R. Jane Mandell, MS, RD, Nutritionist
Nutrition Services Staff
Office of Analysis, Evaluation and Nutrition

Synopsis:

USDA's national nutrition education and promotion campaign will be discussed. This campaign conveys science-based, behavior-focused and motivational messages about healthy eating and physical activity based on the Dietary Guidelines for Americans. Presentation will include information about upcoming materials.

C3. Assess the Diet Quality and Exercise Patterns of Limited Resource Individuals Using Focus Groups

University of Nebraska-Lincoln & University of Nebraska Cooperative Extension:

Carrie Schneider LMNT, RD, MS

Wanda Koszewski PhD

Linda Boeckner

Synopsis:

Research shows that those with limited incomes are predisposed to high-risk behaviors, such as a poor diet and a lack of exercise. More effort must be devoted to nutrition and physical activity education in food and assistance programs because of the financial and lifestyle constraints limited resource individual face. The objectives of this study were to: (1) determine the motivating factors and barriers of limited resource individuals in regards to the recommendations of the Food Guide Pyramid, Dietary Guidelines for Americans, and physical activity; (2) compare what motivates limited resource individuals who take part in physical activity and those who do not; (3) compare the amount and type of physical activity between urban and rural populations. Thirty-four subjects were recruited from Nutrition Education Programs (NEP) in Nebraska counties: Adams, Buffalo, Douglas, Jefferson, Lincoln, and Nemaha. Twenty-four hour dietary recalls revealed the majority of the NEP participants did not meet the RDA's and DRI's for most of the nutrients. The 24-hour physical activity logs revealed that all of the NEP participants are not practicing the recommended physical activity guidelines established by the American College of Sports Medicine (ACSM). NEP participants stated most frequent barriers to achieving a healthy diet were a lack of time, convenience of fast foods, and the taste of "healthy foods." Lack of motivation and time were the barrier to participating in physical activity. Participants stated most frequently that loved ones such as family and friends motivated them to have a healthy lifestyle through a healthy diet and physical activity. There were no significant differences in the amount of physical activity between urban and rural populations.

- Motivating factors and barriers limited resource individuals face in regards to the recommendation of the Food Guide Pyramid, Dietary Guidelines for American, and physical activity
- Results of the 24-hour dietary log and the physical activity logs
- Best education methods to reach these audiences
- Incorporating time and stress management skills into nutrition education programs

Conference Goals and Themes:

1.1; 2.4

C4. Strategies For Training Paraprofessional Staff To Effectively Teach The Benefits of Increasing Physical Activity To Low Income Adults and Youth

Cornell Cooperative Extension of Tompkins County, New York:

Helen Howard, Extension Educator and Regional Nutrition Coordinator

Cornell Cooperative Extension of Otsego County, New York:

Cathryn H. Mizbani, Extension Educator, Nutrition, Health and Safety

Synopsis:

Two different projects in central New York State, supported by EFNEP carry over funds, targeted paraprofessional staff with train the trainer in service education on the benefits of increased physical activity. The goal of the training was to equip staff with sufficient knowledge, motivation and practical experience to effectively teach adult and youth participants the benefits of increasing physical activity. One of the projects directly targeted adult and youth program participants incorporating information on increasing physical activity into lessons and assisted participants to overcome barriers to increasing physical activity. The use of pedometers to monitor levels of physical activity was found to be an effective motivational tool for both staff and program participants. At 10 month follow-up most participants reported retaining some habits changed during the program.

The objective of the training was to elicit a personal commitment to fitness from the NTAS, to provide them with the skills needed to become role models and to motivate adults and youth to increase their activity levels. Another objective of providing the professional development was, to encourage NTAS, to disseminate learned information throughout their local extension associations and engage county staff to increase their physical activity levels. Speakers included Dr. Glenn Gaesser, exercise physiologist from the University of Virginia and author of Big Fat Lies.

Conference Goals and Themes:

1.1

D: Educational Programs and Strategies -- Moderator, Valerie Long, University of New Hampshire

D1. Diabetes Education and Cooking Class for Limited Resource Populations

Dept of Nutrition and Food Science, Maryland State Coordinator:

Dr. Mira Mehta, EFNEP Coordinator

Synopsis:

The Maryland Diabetes Education Program is a model of interagency collaboration and partnership between federal and state government and non-profit agencies. Starting with a small grant from Maryland Cooperative Extension, and in-kind support from Montgomery County Department of Health and Human Services, and the Spanish Catholic Center, it has grown into a

program that addresses the diabetes education needs of limited resource and minority populations of eight Maryland counties. The program was first pilot tested with a Latino/Hispanic population and later with an African American population in collaboration with NAACP and Black churches. Funding for the training of extension educators and county collaborators was provided by the Food Stamp Nutrition Education Program and an award from Maryland Cooperative Extension. The program is being implemented with financial support from United States Department of Agriculture's Food Stamp Nutrition Education Program. Preliminary evaluation data suggests that the program is highly successful. Hemoglobin A1C levels dropped from pre-intervention to three months post-intervention by an average of 1.4%. A 1% increase in A1C levels is associated with a \$600-\$2,200 greater per person treatment cost, thereby suggesting that this low cost, community based intervention, can be a highly cost effective way of addressing diabetes education needs, and reducing the very high direct and indirect costs associated with diabetes and its complications

Conference Goals and Themes:

1.1, 1.2, 1.3

D2. Food attitudes: understanding personal food choices

University of Connecticut

Linda T. Drake, M.S., EFNEP/FNP

Synopsis:

Awareness of why you make certain food choices, and understanding personal food preferences are important first steps in the process of changing food behaviors. In Connecticut, one of our Food Stamp Nutrition Education Programs works solely with emergency food providers and participants. We usually begin food and nutrition education programs with a "Food Attitude" activity to help participants understand their own food preferences, why they choose what they choose, what factors influence their food choices, and who is really in control of what they eat. While customers of emergency food programs often don't have much choice, this activity does get them talking about food and thinking about what they eat when they have a choice. It also has worked well with educational programs for providers who go to the food bank to choose foods for recipients. It helps them see how their own food preferences may bias the foods they provide for others, and helps them recognize and validate differences in food preferences for people from other cultures and ethnic groups. The presentation will involve participants in the Food Attitude activity and will follow with an open discussion of how to effectively help improve food choices.

Conference Goals and Themes:

1.1

D3. Prenatal Nutrition Education In Physician's Offices

Purdue University:

Donna Vandergraft, EFNEP Coordinator

Synopsis:

The Indiana chapter of March of Dimes and Purdue University have collaborated for several years with the Have A Healthy Baby (HHB) program. A recent collaboration involved adapting the HHB program for use in physician's offices. This program involved 6 short videos and one-page handouts to be viewed by pregnant women as they wait for their health care appointments. Behavior change was measured by several indices including use of the stage of change theoretical model to evaluate intention to consume fruit, vegetable and dairy products. Results from this program and recommendations for duplicating it in other sites will be discussed.

Conference Goals and Themes:

1.1, 1.3

D4. Telephone Survey of North Carolina Citizens to Assess Perceptions, Barriers, and Practices Related to Nutrition and Physical activity

NC Cooperative Extension Service:

Carolyn Dunn, Ph.D.

Executive Director NC Governor's Council on Physical Fitness and Health:

Cathy Thomas, MA.Ed., CHES

Synopsis:

Consuming a healthy diet and being physically active are widely recognized as important determinants of overall health. The purpose of this study was to examine North Carolinians' practices, perceptions, and barriers regarding healthy eating and physical activity as well as to assess the type of information desired and the best format in which to present information. A randomly selected sample of 1,233 households from throughout NC were surveyed by telephone to collect these data, the data set over sampled for limited resource households. Subject matter experts developed the 35-item questionnaire and was pilot tested prior to data collection. Complete results of the survey will be presented including demographics. Some findings include: Approximately 2 of the respondents were interested in receiving information about healthy eating and physical activity: the top two preferred forms for receiving educational material were free

written material and free video: mail and radio/TV were the top two preferred methods of dissemination. Respondents were interested in receiving information on quick/easy meals (38%), healthy meals (51%), healthy preparation techniques (45%), and low fat foods (34%). Factors identified as influencing food-shopping habits included: family=s likes and dislikes (50%) and healthy eating (45%). Lack of time was the #1 barrier to being more physically active. Data from this survey will assist health educators in developing meaningful messages in the areas of healthy eating and physical activity. This project was funded by USDA.

Conference Goals and Themes:

1.1